

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
(Attorney Docket No. 03-380-D)

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| In re application of: |) | |
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| Rosenberg et al. |) | |
| |) | Art Unit: 3688 |
| Serial No.: 09/978,170 |) | |
| |) | Examiner: Bennett M. Sigmond |
| Filed: October 15, 2001 |) | |
| |) | Confirmation No.: 3931 |
| For: Method and System for |) | |
| Pause Ads |) | |

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313

RESPONSE TO OFFICE ACTION MAILED SEPTEMBER 9, 2010

Dear Sir:

In response to the office action mailed September 9, 2010, Applicant submits the following amendments and remarks.

Claim amendments begin on page 2 of this paper.

Remarks begin on page 8 of this paper.

The Patent Office is hereby authorized to charge any required fee(s) or credit any overpayment to Deposit Account No. 132490, and to treat any communication submitted for this application that requires an extension of time as incorporating a request for such an extension.